

**CONSUMER SHOPPING TOOL TO  
AUGMENT RETAIL SALES**

**ABSTRACT**

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Linking the consumer to retailer pricing and database information creates a full-feature shopping tool. The Internet is used as a vehicle to enable customer access to portions of this information from any remotely located computer. Using software resident on the remote computer, the consumer may interact with the database through a Web service to check on product availability, identify item discounts, view promotional specials, access product information, price comparison shop, and plan their shopping visit to the store. The patented Display Edge Technology, Ltd. (DET) Electronic Shelf Label (ESL) System facilitates the Web service with access to the store database. In addition, the ESL system allows for the highlighting of special pricing or tier pricing utilizing display screen annunciators or light emitting devices.

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